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ATTENTION is particularly directed to the "Opinions of Representative Dealers," etc., given on pages 94 to 97; they cannot fail to be of interest to all persons, whether dealers or buyers, as they give in a solidified form the ideas of the gentlemen who practically control and direct the production.

THE increasing and widespread interest in decoration and furnishing is spoken of so frequently that it is probably accepted as a fact, but, in spite of this general opinion, our experience during our brief existence of two months has been a most surprising one to us. It was our expectation that the interest in a paper devoted so strictly to the decoration and furnishing of the house, without regard to the fine arts, literature, ladies' work, etc., etc., would find its patrons chiefly in the larger cities, whereas we already number among our subscribers persons in places of five hundred inhabitants, as well as in all the larger cities throughout the whole country, from St. Johns, New Brunswick, to Denver, Salt Lake City, and San Francisco, and from Duluth ("the Queen City of the Unsalted Sea") to New Orleans and Galveston.

THIS unexpected experience leads to the thought that the producers of fine furnishings and decorations must soon seek their patrons in a general way, throughout the whole country; much as a spool-cotton maker seeks his, by compelling the attention of the public at large to the beauty and desirability of his products. It will, indeed, be a new departure when the representatives of The Pottier & Stymus Co. or The Geldowsky Co. or Messrs. Nelson, Matter & Co. pack their photographs in their "grip-sacks," and start off on a tour of house to house solicitation. When that is done, as something of the kind surely will be done, the "tastes" of the people will get a cultivation that will give them another lift.

THE retail tradesmen, who have been catered to by the "Trades Journals," who send their productions to them through the mails as "specimen copies," issue after issue, are astonished at the enterprise with which we present to them such elegant and suggestive matter pertaining to their business. We owe them many thanks for the liberality and encouragement with which they favor us.

THE publisher takes pleasure in announcing that at an early day an

ORIGINAL AND VERY VALUABLE FEATURE will be introduced in the shape of a series of finely illustrated articles embracing all the various epochs of designing and ornamentation. These articles and illustrations will embrace not only the original *motifs* as used by the various nations, but also a series of original and specially prepared designs showing the application of each epoch to modern furniture, some of the examples of which, already prepared, are extremely beautiful. Our readers will appreciate our hesitancy in beginning the publication of such of the above articles as are already prepared, when we tell them that they are drawn exclusively from historical sources, and have never yet been brought together in any publication whatever, and we desire to get well advanced in the preparation of the series before beginning the publication.

THE idea of showing furnished rooms at the various fairs and exhibitions is a most practical one, but these fairs are not sufficiently frequent to enable the idea to develop its full value. There is no surer and pleasanter way of educating the people into an appreciation and knowledge of taste in furnishing and decorating than to show them an apartment properly and appropriately arranged for its own special purpose, be it bedroom, parlor or kitchen. A tangible lesson of this sort goes further with most persons than all the text books ever written, for to many the most lucid description will often fail to convey the true sense.

It seems as though it might be a profitable enterprise for Furnishers and Decorators to inaugurate an exhibition of this kind, and make a permanent one of it, changing the furnishings as often as might seem desirable. In this way the prevailing tastes could be displayed, and novelties in wall paper, carpet, rugs and furniture would be kept before the public, instructing and tempting them to purchase.

MR. WILLIAM MORRIS made some very pleasant remarks concerning decoration on the occasion of the opening of the Manchester Fine Art and Industrial Exhibition recently. He referred to the entire absence of taste among the people of twenty-five years ago, and congratulated the people upon the advances made in this direction of late years, although he found reason to deplore the existing designs in cotton and dress goods, which he felt gave a truthful but unfortunate reflex of the public education, inasmuch as the greatest demand seems to be for the least artistic patterns. It is a difficult task to reconcile even those opinions that are backed by a discriminating artistic judgment, and often there will be the widest divergence in their views upon the same artistic work. Is it not then impossible to look for anything approaching a general appreciation of what is considered the best by those who ought to know?

The happy future that the lecturer sees is, it is feared, a Eutopia that will never be realized, for he says, "no one will need to talk about decorative art, for everyone will have it at his hand." If this good result can be brought about by suitable literature, intelligent teachers and beautiful examples there may be some hope for such a millennium, for never have these been so perfect as they are now, and the interest in every direction in furnishing and adorning is possibly the beginning of the fulfillment of Mr. Morris' prophecy.

ASIDE from the claims of the Art Schools, that through them women may enter a new field of usefulness, of real commercial value, there is the undoubted fact that those whose calling it is to care for the home may seriously consider the question whether it is not high time for them to study, and carefully too, the question of Decoration in all its phases. In these days when Club Houses, Armories, and Public Buildings of all kinds are lavishly ornamented, regardless of expense, by the highest of artistic talent, it should be the better part of wisdom that the house should be made, so far as possible, to present some kindred attractions. Do women who wonder at their husband's habit of spending the evenings at the "Club," ever consider the superior attractions of such places in contrast with their own homes? And it is merely begging the question to say that such elegance cannot be attained in the home—perhaps it cannot be—grant that it cannot, still a great deal *might* be done, that would be much more effective, and bring much more happiness, than a mere passive acceptance of a foregone and erroneous conclusion.